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what's

your answer . . .

. . . . to these questions?

Will it take more than my best farming efforts to produce a wheat crop?

Will there be crop failures this year like there have been in all past years?

Could one of those failures be my wheat crop?

U. S. Department of Agriculture

YES

NO

If you have checked YES to each of the three questions then you are a farmer who realizes the past does not guarantee the future. You know that farmers just like yourself—no better, no worse—have their crops destroyed. You know that it could happen on your farm as it has on others.

Answering NO to the above questions indicates that past good fortune and good experience have developed a complacency that the future will repeat the past.

A planted crop represents a cash investment . . . an investment that is subject to many natural hazards such as weather, insects and plant disease. To let that investment stand unprotected is inviting financial disaster. No businessman should take unnecessary risks . . . and farming is your business. You CAN and SHOULD protect it!

Federal Crop Insurance will protect dollars invested in an effort to produce a wheat crop against any unavoidable cause of loss.

This protection is sound business for farmers . . . designed to fit their needs when crop disaster strikes.

Farming is and will always be a risky business. Crop insurance will meet these risks and should be considered a part of your farm operating expense. You, like most business-minded farmers, insure your home, barn, equipment and your life. Isn't it good business to protect the very thing that makes it possible to protect your other assets? YOUR WHEAT CROP?

There was a time when you had no choice. If you had a crop failure . . . that was it. You accepted the loss and the consequences of it. Now you have a choice. By being a crop insurance policyholder, in the event of crop failure, an indemnity check returning dollars invested will cushion the consequences.

Federal Crop Insurance is truly all-risk protection. No comparable insurance for so many causes of damage is available anywhere. Go back and review those three questions . . . consider what you have to lose. Ask yourself what you can do about it. Protecting your wheat crop in the coming year with a Federal All-Risk Crop Insurance policy should be the answer.

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THE PAST

DOES

NOT

GUARANTEE

THE

FUTURE